

Calling all drivers - we need your help

Someone's Son is a road safety campaign that is running across the Yorkshire and Humber region aimed at DRIVERS to remind them to look out for motorcyclists. However we understand that some riders don't make it easy for drivers to see them.

75% of injury crashes involving motorcycles also involve other vehicles – mainly car drivers. Whilst it's often difficult to say who is to blame we can raise awareness of the dangers riders face.

You can help by putting the rider's side of this flyer up on the notice board at work, down your local pub, gym or sports club, in fact anywhere where YOU come into contact with riders. On the other side of the flyer is a space for you to add your name but feel free to add some more details about yourself or even a photo.

We all know that the extra look taken by a driver turning out of a junction or changing lanes could be the difference between life and death for a rider but we also know that riders need to give drivers time to see them. They can do this by using good road positioning, moderating their speed or wearing hi-viz clothing.

Check Once
Check Twice
Check for
BIKES

Driving tips:

1. Think 'bike' - if you're not expecting to see one, you may not until it's too late.
2. Bikes are small and manoeuvrable and so may seem to appear from nowhere in traffic.
3. Bikes can filter, let them. Blocking a bike from getting past is dangerous.
4. Riders may position themselves in different parts of the road in order to improve their forward vision or to avoid hazards such as potholes or diesel spills, give them room.
5. Be aware of your blind spots and check they're clear before changing lanes.

Check Once, Check Twice, Check for

BIKES



Because we're all somebody's someone

Hi, mate,

My name is

I've been driving for years.

You probably don't notice me in my car on the road but try and make it easier for me to spot you so I can avoid you!

I'm not just a driver; I'm Someone's

I'll check for bikes. Give me a chance to see you.



SOMEONESSON

Reducing rider casualties across Yorkshire & Humberside

www.someones-son.co.uk

Rider's Tips:

1. Assume no one has seen you, even if you are wearing hi-viz.
2. Use good road positioning to give yourself extra space and time to see and be seen.
3. Give yourself space - this allows you to be ready for other drivers' mistakes.
4. Have an escape route planned in case the worst does happen.
5. Make yourself visible - if hi-viz isn't your thing wear contrasting clothes, helmet or top box; it helps the driver pick you out in traffic.
6. Moderate speed - humans struggle to perceive the speed of small objects approaching them and underestimate speed.

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